



WWF

REPORT

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WWF SPAIN

CORPORATE PARTNERSHIPS REPORT

FISCAL YEAR 2014

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WWF is one of the world's largest and most experienced independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

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WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. As the 2014 *Living Planet Report* demonstrates, the challenges that the global environment is facing today are too big, too interconnected and too urgent for any one organization to solve alone. Recognizing the scale and complexity of the challenges, we have chosen to engage in collaborative and collective action with businesses, investors, consumers, governments and other civil society organizations to drive positive change.

This report presents an overview of the largest global partnerships that WWF has with individual companies, measured in financial terms.

OUR WORK WITH THE CORPORATE SECTOR

WWF seeks to work with those who have the greatest potential to reduce the most pressing threats to the diversity of life on Earth and together find solutions to conservation challenges such as deforestation, over-fishing, water scarcity and climate change. Business drives much of the global economy, so we consider that companies also have a specific responsibility to ensure that the natural resources and ecosystems that underpin their business are used sustainably. Business is also primed to lead on rapid adaptation and on the innovative solutions needed to drive change.

By working with business, WWF aims to change behaviour and drive conservation results that would not be possible otherwise.

More specifically, our work with business aspires to do this by:

- promoting better production and responsible sourcing of raw materials that otherwise drive deforestation or unsustainable use of water;
- encouraging a switch to 100 per cent renewable energy and away from fossil fuels;
- engaging jointly on public policy;
- supporting the equitable sharing of natural resources;
- redirecting financial flows to support conservation and sustainable ecosystem management;
- raising awareness of the need to consume more wisely; and
- protecting some of the world's most ecologically important places.

We do this in a variety of ways, including supporting regulations that stop illegal or unsustainable activities, encouraging companies and industry platforms to make ambitious commitments and to engage in public policy discussions, and supporting credible certification schemes (e.g. Forest Stewardship Council (FSC), Marine Stewardship Council (MSC), Aquaculture Stewardship Council (ASC), Roundtable on Sustainable Palm Oil (RSPO), Roundtable on Responsible Soy (RTRS). We also publish scorecards and reports on company or sector performance, mobilize public pressure through high-profile campaigns on issues related to business activities (e.g. Seize Your Power, Virunga), as well as work in partnership with individual companies.

This report focuses on the partnerships between WWF-Spain and individual companies.

Most of WWF's engagement with business is focused on the key themes of commodities, climate, freshwater and Forest.

We work with key companies in priority commodity supply chains to reduce the impact of commodity production and drive demand for more sustainable commodities. Our work is in agricultural policies that influence how these commodities are produced, such as sugar beet, rice; on fish, both wild caught, such as whitefish and tuna, and farmed such as salmon and shrimp; and on forest products such as timber and paper. Our engagement with forestry companies includes participatory programmes such as the *Global Forest & Trade Network (GFTN)*.

On climate change and energy management, the activities of our **Global Climate and Energy Initiative** with business focus on adopting reduction targets for emissions, encouraging a switch to 100 per cent renewable energy and on best practices in corporate climate leadership. Our overall objective is to facilitate a transition to a low carbon future in line with a below 1.5°C decarbonisation pathway.

WWF's work on **Water Stewardship** promotes responsible business engagement on water issues. We define Water Stewardship for business as a commitment to the sustainable management of shared water resources in the public interest through collective action with other businesses, governments, NGOs and communities. It typically starts with improvements in water use and reducing water related impacts of internal and value chain operations, and progresses to influencing governance of the resource.

WWF'S CORPORATE PARTNERSHIPS

Our cooperation with partners is based on a common understanding of issues, shared ambitions or activities, and a willingness to speak out in public. In general, we distinguish three types of partnerships with companies:

1. Driving sustainable business practices;
2. Communications and awareness raising; and
3. Philanthropic partnerships.

Driving sustainable business practices

Our bilateral partnerships aim to deliver direct conservation results on key issues or in priority places by changing practices throughout a company's operations and value chain. These intend to reduce the major environmental impacts of some of the world's largest companies, achieve conservation results that would not otherwise be possible, and influence related sectors and markets.

Communications and awareness raising

The second way that WWF partners with business is by raising awareness of key environmental issues and mobilizing consumer action through communications and campaigns (including cause-related marketing campaigns). These partnerships also aim to highlight the beauty and uniqueness of places and species for which WWF stands. This approach includes, for example, consumer actions to encourage the purchase of sustainable products such as MSC-certified fish, or results in companies supporting campaigns that inspire action in favour of special places such as the Arctic or endangered species like the orang-utan.

Philanthropic partnerships

The third approach is articulated through specific programmes with companies to fund conservation projects and the institutions that deliver them. Philanthropic relationships with companies raise money for the conservation of key places and species, and the capability and tools to deliver such conservation.

WWF partners on a philanthropic or awareness-raising level with companies that are undertaking substantial action to improve their sustainability performance, or that have negligible environmental impacts.

As this report shows, many partnerships with companies use a combination of these approaches.

WWF works with companies to achieve our conservation goals. NGO and company partnerships involve engaging in constructive dialogue while challenging each other with real issues. As such, they involve opportunities and risks for both parties. At WWF, we manage the risks by having clear guidelines and criteria in place, including a due diligence process. In all relationships, we maintain and exercise the right to public commentary.

TRANSPARENCY AND ACCOUNTABILITY

Results and impact, both qualitative and quantitative, are essential for us. We advocate transparency in action by all stakeholders as a crucial step toward sustainability. We believe that accountability for results and transparency to our supporters and our members on how we deliver those results are key to our approach of working in a constructive, cooperative manner with all our partners, including business.

We want all our partnerships with business to deliver the greatest impact possible, with the goal of creating lasting results at scale. We have therefore started a process of deeper and more systematic assessment of the targets and the outcomes we achieve in our work with the business sector and specifically through our bilateral partnerships.

All WWF offices are committed to continue or start reporting publicly on all our company relationships, their intent, objectives and impacts, of which this report is one part.

THIS REPORT

The aim of this report is to give an overview of the partnerships that WWF-Spain has with individual companies. Funds obtained through corporate partnerships are typically used by WWF to:

- Work with the company to reduce its impacts and footprint and to help shift sectors and markets toward sustainability in line with WWF's global conservation strategy;
- Raise public awareness of key conservation challenges;
- Directly support WWF conservation projects.

WWF-Spain is responsible for the (contractual) agreement(s) with the companies concerned. The activities of the engagements in many cases take place in other countries or regions.

In 2013, the total income from business represented 13 per cent of the total WWF network income.

INFORMATION ON WWF-SPAIN CORPORATE PARTNERSHIPS

The following list of companies is an overview of all the corporate partnerships that WWF-Spain has with an annual budget of greater than EUR25,000. Details of each partnership can be found below:

- Ambilamp
- Axa Foundation
- Coca Cola Foundation
- Correos
- Eorski
- Kimberly-Clark
- Reale Foundation
- SCA
- Tragamovil (Recyclia)

AMBILAMP

Ambilamp is a non-profit association that was set up to solve this problem, by bringing together the leading lighting companies in order to develop a system for the collection and processing of waste lamps and luminaires, WEEE. They offer all the information necessary to recycle Fluorescent tubes, Low-energy light bulbs, Discharge lamps, Retrofit LED bulbs and Luminaires in a responsible way.

WWF and **Ambilamp** have a common goal, which is to raise public awareness about the climate change.

CORPORATE ID CARD

Industry

Consumer Electronics

Type of partnership

**Sustainable business practices
Communications and awareness raising**

Conservation focus

Climate Change

Budget range (EUR)

25,000 €-100,000€

AXA FOUNDATION

WWF Spain and **AXA Foundation** have been working together on a range of issues from the sponsorship of the research, prevention and reduction of risk of forest fires, WWF : “No arriesgues tu Bosque”. This study has two objectives:

- Research: improving the available scientific knowledge in relation to forest fires
- Prevention: awareness to analyse the major causes of fires and propose solutions to prevent them

Also, WWF Spain and **AXA Foundation** have been collaborated a developing a project regarding to Climate Change, working on a report showing that a new energetic model is possible and contributing to raising public awareness on energy conservation and clean energy.

CORPORATE ID CARD

Industry

Insurance

Type of partnership

Communication and awareness raising

Conservation focus

Climate Change

Budget range (EUR)

100,000 € - 250,000 €

COCA COLA FOUNDATION

In the framework of the global partnership

between WWF and **The Coca Cola Company**, focused on conserving the most important freshwater basins and replacing water in communities and nature, WWF Spain is developing an innovative Project to achieve significant savings in water consumption by irrigated crops –both herbaceous crops and vineyards- in the upper Guadiana Basin and thus contribute to replenish the aquifer and its natural water supply to Tablas de Daimiel National Park, an inland wetland with an enormous biodiversity and cultural value.

Also **Coca Cola** participates in WWF’s Global Forest & Trade Network (1) and Club Business for Nature in Spain and Earth Hour Campaign.

CORPORATE ID CARD

Industry	Beverages
Type of partnership	Sustainable business practises Communication and awareness raising
Conservation focus	Freshwater Forest Biodiversity
Budget range (EUR)	100,000 € - 250,000 €

CORREOS “GREEN LINE” PRODUCTS

Correos is one of Spain’s largest companies, employing more than 52,000

people. As a public company, it sets the standard in terms of responsible business, extending this commitment to each and every one of its operational areas, and to the development of its business activities.

One of **Correos**’ best-known actions regarding the environment is ‘Línea Verde’ (Green Line), which it carries out primarily in collaboration with its clients.

Correos has been supporting initiatives to help the environment for many years, especially reforestation in Spain. To do so, the postal company sells ecological envelopes, boxes and packaging made out of recycled material and environmentally friendly, called ‘Línea Verde’, through its network of over 2,200 multiservice offices, setting aside a portion of the sales price of each unit for forest recovery. These products include a caption informing users of the contribution they are making for planting trees. This also helps raise society’s awareness of the importance of purchasing ecological products.

WWF and **Correos** have been working together since 2010. Thanks to the funds collected from these sales, more than 25,000 trees have been reforested in 6 important ecological areas with native trees.

CORPORATE ID CARD

Industry	Packaging
Type of partnership	Communication and awareness raising
Conservation focus	Forest Recycling
Budget range (EUR)	25,000-100,000 €

EROSKI Eroski boosts sales and awareness in Spain.

Spanish retailer **Eroski**, the country's third largest chain and the first to carry MSC-certified products in its fresh fish counters, conducted a marketing campaign designed to educate consumers on the importance of sustainable seafood. Eroski engaged consumers at the point of sale with posters and promotions, reaching approximately 13,000 people.

This campaign is made together WWF Spain. An increase of nearly 10 per cent in customer awareness and understanding of the MSC ecolabel was recorded in surveys conducted during the campaign, and **Eroski** reported a 112 per cent increase in sales of MSC-ecolabelled products at their stores.

Eroski and WWF Spain have been working together since 2005 with different awareness campaigns focused to consumers: climate change and efficient use of energy, reduce and replacement of the plastic bag, saving water at home, earth hour, and to improve the company's commodity supply chain policy, mainly in sustainable seafood with MSC and responsible timber and paper with FSC.

CORPORATE PARTNERSHIP

Industry

Retail

Type of partnership

**Sustainable business practises
Communication and awareness raising**

Conservation focus

Forest**Commodities** (sustainable seafood)

Budget range (EUR)

25,000-100,000 €

KIMBERLY-CLARK Kimberly-Clark and WWF work together to conserve the forests.

Kimberly-Clark Corporation, one of the world's largest producers of tissue products, has joined WWF's Global Forest & Trade Network and committed to increase its use of wood fiber from sustainable sources to help protect the world's forests. In Spain, its well-knowns and leaders brands as a Kleenex and Scottex are an indispensable part of life for Spanish people.

In Spain, with Scottex® Quilted toilet paper (made exclusively with pulp from sustainable forests certified by FSC), WWF Spain has a licensing agreement to protect the forest and to inform the consumer that buying this kind of paper, the consumer is betting on environmental care.

Also, **Kimberly-Clark** collaborated with WWF Spain developing a Tweets and Recycled initiative, through which were encouraged to recycle tweets for every retweet is donating one euro to WWF.

Furthermore, **Kimberly-Clark** supports each year initiative such as Earth Hour.

CORPORATE PARTNERSHIP

Industry

Pulp and Paper

Type of partnership

**Sustainable business practises
Communication and awareness raising**

Conservation focus

Forest**Commodities** (pulp and paper)

Budget range (EUR)

25,000-100,000 €

REALE FOUNDATION

The **Reale Foundation** collaborates with WWF Spain in different matters as

a member of Club Business for Nature, an initiative aimed at encouraging the participation of companies in the defense of the environment and to show their commitment to society and future generations.

The Club offers to support the activities and projects of WWF. Also, **Reale Foundation** supports specific projects, campaign for recycling and the responsible use of paper and the information campaign to promote energy savings in office and in home.

CORPORATE ID CARD

Industry

Insurance

Type of partnership

Communication and awareness raising

Conservation focus

Forest

Climate Change

Budget range (EUR)

25,000-100,000 €

SCA

SCA Spain (Puigpelat-Tarragona) belongs to the Swedish group SCA, the world leader in paper goods and consumer goods. The

company develops, manufactures and markets personal hygiene products, tissues, napkins and toilet paper, packaging, printing paper and solid wood products.

SCA is the supplier of cellulose products of Mercadona (one of the most important supermarket company in Spain), manufactured under the Green Forest brand. These products are made exclusively with pulp from sustainable forests certified by FSC and are supported with Panda Logo in the packaging.

Also **SCA** participates in WWF's Global Forest & Trade Network (1).

CORPORATE ID CARD

Industry

Forestry, paper, Pulp & Wood products

Type of partnership

Sustainable business practises

Communication and awareness raising

Conservation focus

Forest

Budget range (EUR)

25,000 € - 100,000 €

TRAGAMOVIL (RECYCLIA)

Tragamovil is an environmental Foundation,

promoted by Recyclia, which offers nationwide coverage for collecting waste electrical and electronic, specifically mobile.

Tragamovil has over 1,000 containers located throughout the country and a network of Centres of Temporary Waste Storage (CATs) for storage and consolidation of waste.

Tragamovil and WWF have been working together since 2013 with different awareness campaign and supporting different restauration projects.

CORPORATE ID CARD

Industry

Environmental Foundation

Type of partnership

Communication and awareness raising

Conservation focus

Forest

Recycling

Budget range (EUR)

100.000 € - 250.000 €

The following list represents all corporate partnerships that WWF-Spain has with an annual budget of ≤25K EUR

Alcampo	Canaragua	Juguetes Cairo
Adolfo Dominguez	Rainsoft	KPMG
Ambilamp	Mobiliar	Kutxa
Anima Hoteles	NH Hoteles	Leroy Merlin
ABC Serrano	Price Water House	Leche Asturiana
ASSA Compañía de Seguros	Rosa	Formentera Break
Arquible	Sonia	IE Business
Basi	Toyota	Esprinet
Banco Santander	Panini	Altran
Bankinter	Let´s Bonus	Leche Pascual
BBVA	Groupon	Mahou
Bioeconomic	Schindler	Mercalicante
BSH Electrodomésticos	Gisa Seguros Vega Baja	Microbank
CC Les Glories	Karkemis	Yoigo
CC Los Arcos	Corebike	Supermercados Simply
CC Parquesur	Lusco Tekhne, S.L	Sacyr Vallehermoso
CC Portal de la Marina	Lafarge (1)	Krannich Solar
CC Sevilla Dos Hermanas	Ferrovial (1)	Teide Agua
CC Abacenter	DM Properties	Isofoton
CC Bahía Sur	Ecoturismo	Fundación Eco-Rae
CC Barnasud	El Corte Inglés	Nacex
CC Splau Shopping Center	El Corte Inglés	Orange
CC Eltelar	Efirenova	Roche Pharma
CC Parque Almenara	Eroski	Seur
CC Cabaretas, Soria	Fenix Directo	Tetrapak
Cemusa	Fuerte Hoteles	Symio
Clifford Chance	Fundación La Caixa	Lodisma
Correos	Gesternova	Offerum
Cortefiel	Grupo Sigla	Sony
Línea Directa	Gioseppo	Ambar Servicios Intermediarios
Mapfre	Hero	Global Praxis
Miele	Hotel Gran Bahía del Duque	Urban Science España
Vector Cuatro	Hotel Wellington	Igalia, S.L
Paradores Nacionales	ING Direct	Vinnilo Export, S.L.
Fundación Ecolec	Ibercaja	JVigas (1)
Schweppes	Inditex	
Garby Recicla	Indra	

Some of the companies mentioned in the above list are part of a WWF Initiative. A short explanation of the initiative can be found below.

1. The **Global Forest & Trade Network (GFTN)** is one of WWF's initiatives to eliminate illegal logging and transform the global marketplace into a force for saving the world's most valuable and threatened forests. GFTN aims to mainstream the principles of responsible forest management and trade as a standard practice throughout the global forest products industry by providing technical assistance, partnership and trade opportunities with committed companies. GFTN considers independent, multi-stakeholder-based forest certification as a vital tool in this process. Nearly 200 companies in 20 countries around the world participate in GFTN.

THE WWF NETWORK*

WWF Offices

Armenia	Guyana	Senegal
Azerbaijan	Honduras	Singapore
Australia	Hong Kong	Solomon Islands
Austria	Hungary	South Africa
Belgium	India	Spain
Belize	Indonesia	Suriname
Bhutan	Italy	Sweden
Bolivia	Japan	Switzerland
Brazil	Kenya	Tanzania
Bulgaria	Laos	Thailand
Cambodia	Madagascar	Tunisia
Cameroon	Malaysia	Turkey
Canada	Mauritania	Uganda
Central African Republic	Mexico	United Arab Emirates
Chile	Mongolia	United Kingdom
China	Mozambique	United States of America
Colombia	Myanmar	Vietnam
Cuba	Namibia	Zambia
D.R. of Congo	Nepal	Zimbabwe
Denmark	Netherlands	
Ecuador	New Zealand	
Finland	Norway	WWF Associates
Fiji	Pakistan	Fundación Vida Silvestre (Argentina)
France	Panama	Pasaules Dabas Fonds (Latvia)
French Guyana	Papua New Guinea	Nigerian Conservation Foundation (Nigeria)
Gabon	Paraguay	
Gambia	Peru	
Georgia	Philippines	*As at June 2014
Germany	Poland	
Ghana	Republic of Korea	
Greece	Romania	
Guatemala	Russia	

WWF in numbers

1961

WWF was founded in 1961

+100

WWF is in over 100 countries, on 6 continents



+5M

WWF has over 5 million supporters

+5,000

WWF has over 5,000 staff worldwide



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

wwf.es